

ORDER



Orders
Order / Rev: 197443
Alt Order #: 06839620
Product Desc: 8/15-8/21 Crossroads GPS
Estimate: 884
Flight Dates: 08/14/12 - 08/21/12
Original Date / Rev: 08/09/12 / 08/09/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Crossroads Media LLC
Buying Contact:
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Crossroads GPS
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN7573/AU3290/TO1672/AL2022/SP791

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	25	\$10,225.00	\$8,691.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	25	\$10,225.00	\$8,691.25	0.00
Totals	25	\$10,225.00	\$8,691.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	6%	\$10,225.00
Market	100%	\$170,416.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	46%	\$78,391.67
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	26%	\$44,308.33
WTVZ	4%	\$6,816.67
WVEC	18%	\$30,675.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/15/12	08/15/12	M-F 10-11a Millionaire	CM	10-11a	--W----	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/13/12	08/19/12	--W----	1		\$75.00	0.00							
E 2	WVBT	08/16/12	08/16/12	M-F 10-11a Millionaire	CM	10-11a	---T---	:30	1	\$75.00	P2	0.00	NM	1	\$75.00

Order / Rev: 197443
 Alt Order #: 06839620
 Flight Dates: 08/14/12 - 08/21/12

Advertiser: POL/Crossroads GPS
 Product Desc: 8/15-8/21 Crossroads GPS
 Estimate: 884

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WVBT	08/19/12	08/19/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p	-----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
SUNDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$1,200.00		0.00			
E 16	WVBT	08/19/12	08/19/12	Su 1045-11p Fox Sportswrap Sun	CM	1045-11p	-----S	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
SPORTSWRAP SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$500.00		0.00			
E 17	WVBT	08/15/12	08/15/12	M-F 11-1130p 30 Rock	CM	11-1130p	--W----	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
30 ROCK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----					1	\$250.00		0.00			
E 20	WVBT	08/20/12	08/20/12	M-F 11-1130p 30 Rock	CM	11-1130p	M-----	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
30 ROCK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$250.00		0.00			
E 21	WVBT	08/21/12	08/21/12	M-F 11-1130p 30 Rock	CM	11-1130p	-T-----	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
30 ROCK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----					1	\$250.00		0.00			
E 22	WVBT	08/15/12	08/17/12	M-F 2-3p Steve Wilkos	CM	2-3p	--WTF--	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					1	\$150.00		0.00			
E 23	WVBT	08/20/12	08/21/12	M-F 2-3p Steve Wilkos	CM	2-3p	MT-----	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					1	\$150.00		0.00			
N 24	WVBT	08/18/12	08/18/12	MLB on Fox MLB on Fox	CM	MLB on Fox	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$500.00		0.00			
N 25	WVBT	08/20/12	08/21/12	M-F 1130p-12a M-F 1130p-12a	CM	1130-12a	MT-----	:30	2	\$125.00	P3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$125.00		0.00			
N 26	WVBT	08/14/12	08/15/12	M-F 1130p-12a M-F 1130p-12a	CM	1130-12a	-TW----	:30	2	\$125.00	P3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TW----					2	\$125.00		0.00			
													Totals	25	\$10,225.00